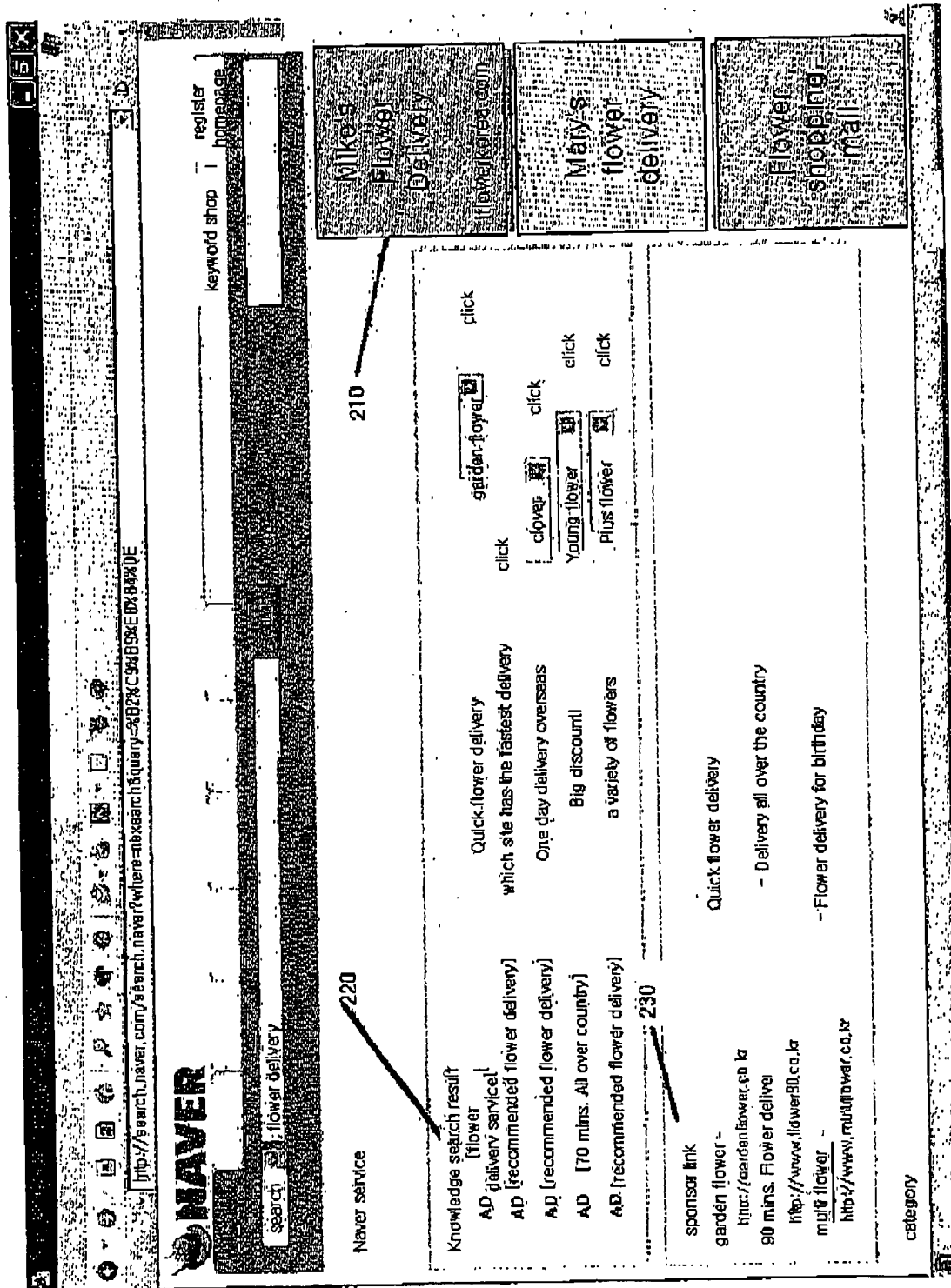


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FIG. 1a

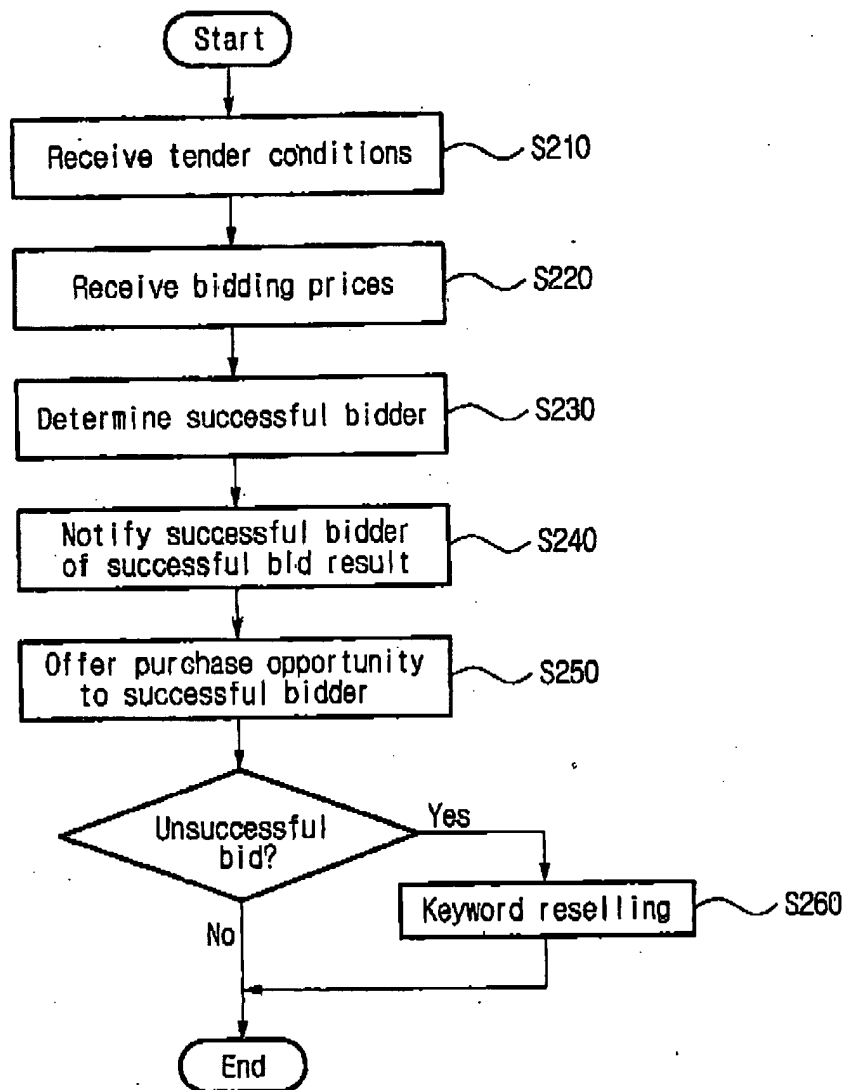


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FIG. 2

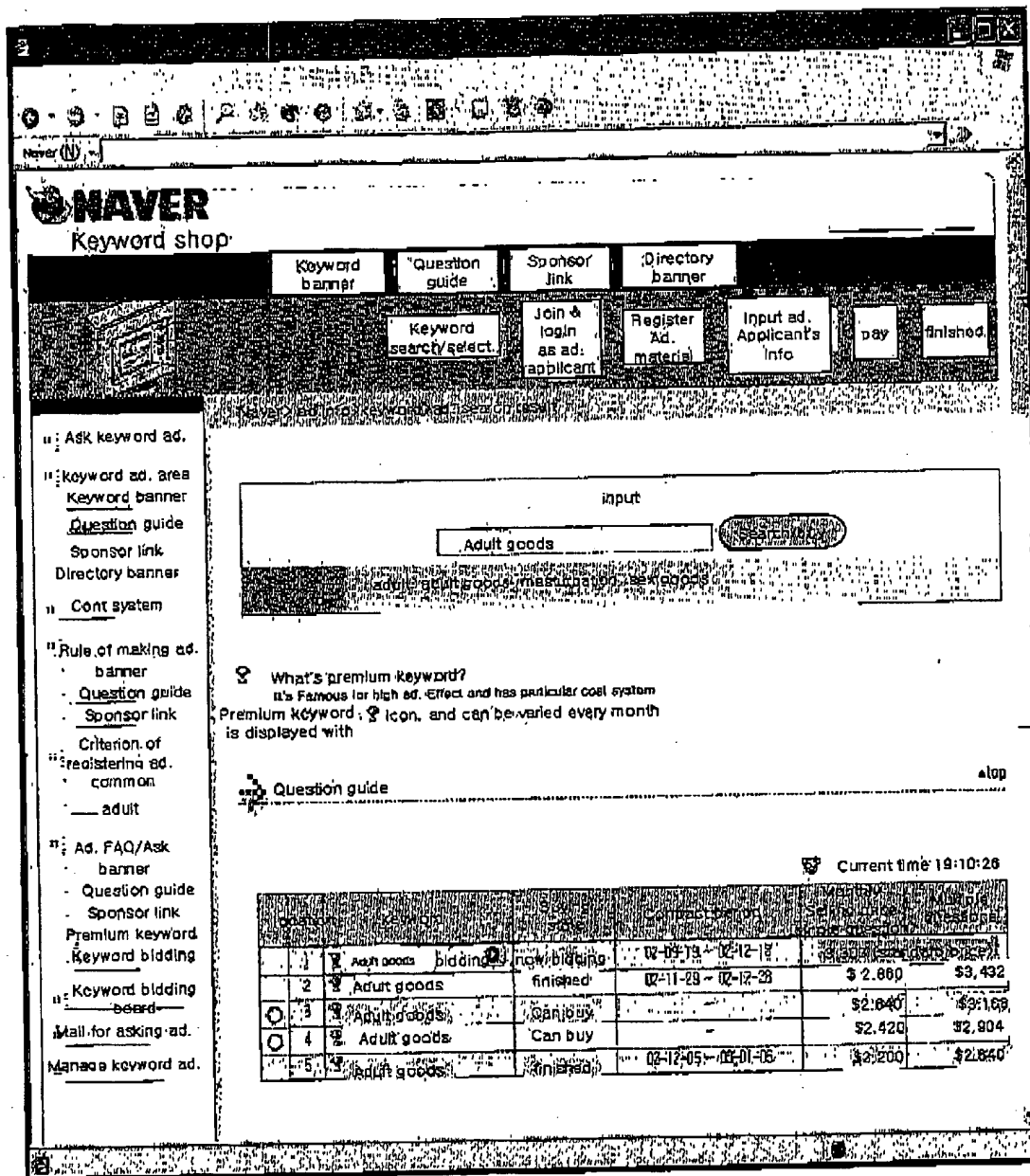


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FIG. 3



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FIG. 4

NAVER
Keyword shop

Keyword banner Question guide Sponsor link Directory banner

■ Ask keyword ad.
■ keyword ad. area
 - Keyword banner
 - Question guide
 - Sponsor link
 - Directory banner
■ Cont system
■ Rule of making ad.
 - banner
 - Question guide
 - Sponsor link
■ Criterion of registering ad.
 - common
 - adult
■ Ad. FAQ/Ask banner
 - Question guide
 - Sponsor link
 - Premium keyword
 - Keyword bidding
■ Keyword bidding board
■ Mail for asking ad.
■ Manage keyword ad

Before bidding

- Beginning bidding price follow cost system of common keyword.
- To prevent a plurality of bidding prices with the same price, bidding prices in the unit of Won (in Korean monetary unit).
- Last 3 digits in the bidding price cannot be '000'.
Ex) 123400(X) 123,456(O)
- A provider proposing the highest bidding price is determined as a successful bidder. If a plurality of same bidding prices are present, it is determined based on a first-come first-served system.
- Bidding price is for monthly contract, and VAT is not included.

Keyword : adult Ad. Goods : question guide No.1 Current time: 2002-12-12 19:21:43

Ad. Goods	KS20021212006	Ad. Goods	37,897 #
Bidding price	2002-12-13 20:00:00	Bidding price	\$3,500
Bidding period	00 hour 30 min.		
Bidding person	1 person		

ad. 30n et

\$3,500 s (monthly)

Process of bidding

- Need help about premium keyword? Info on premium keyword

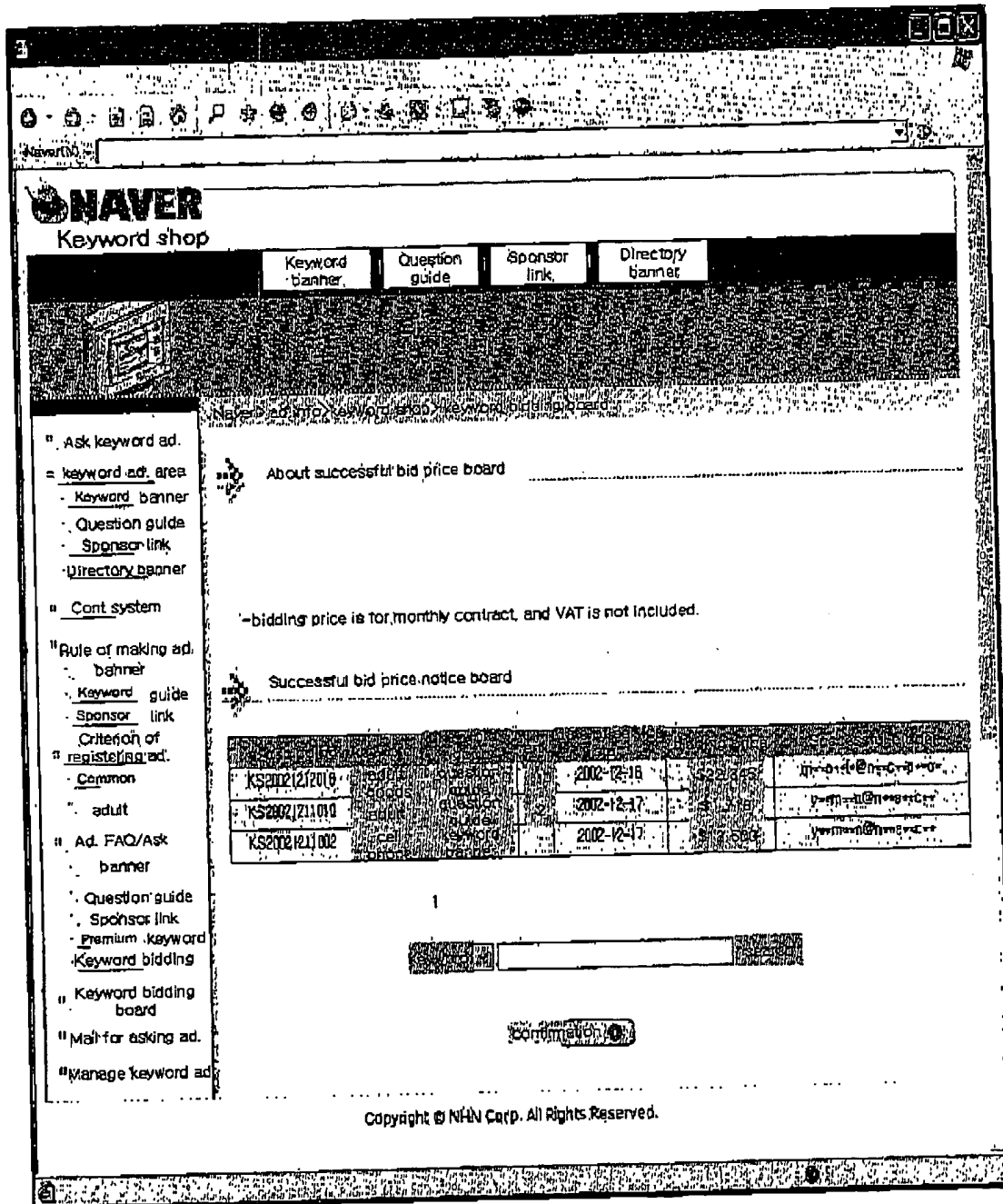
- Need help about process of bidding? Info on keyword bidding

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FIG. 5



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FIG. 6

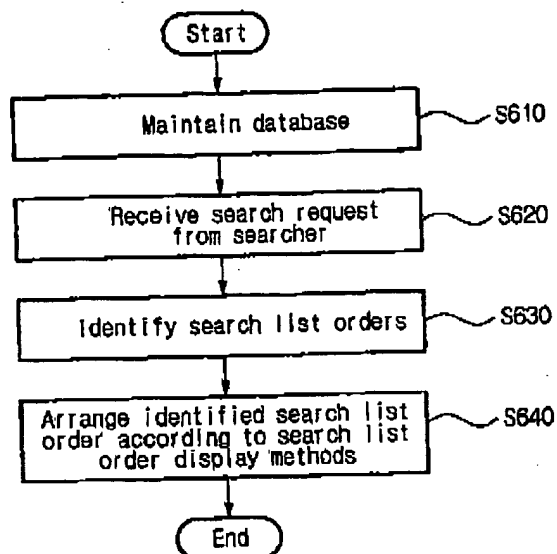
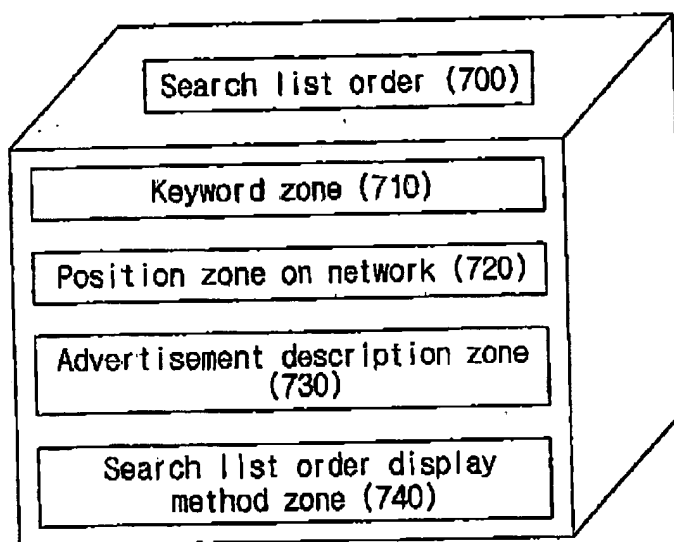


FIG. 7



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FIG. 8

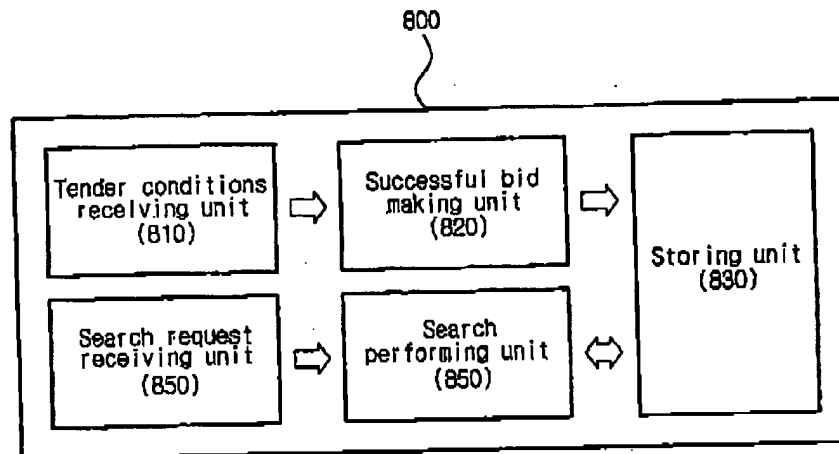
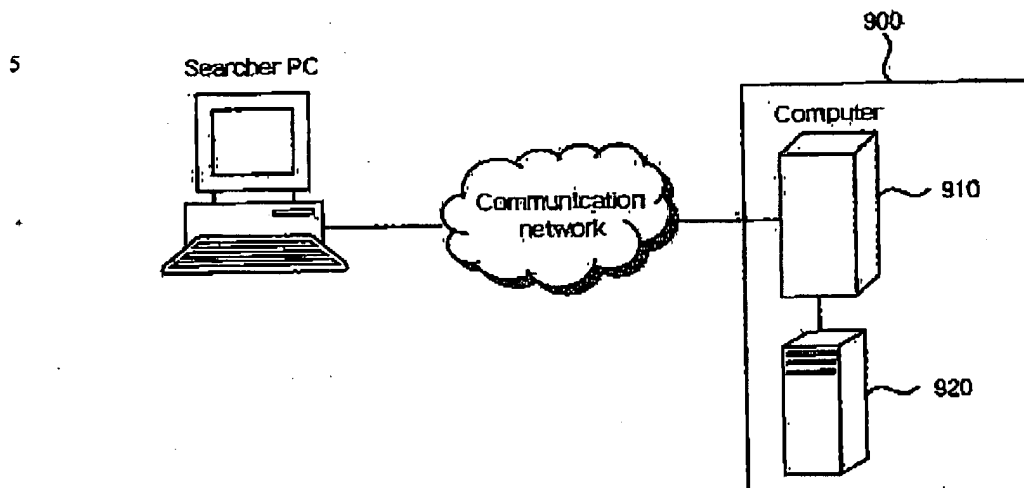


FIG. 9



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FIG. 10a

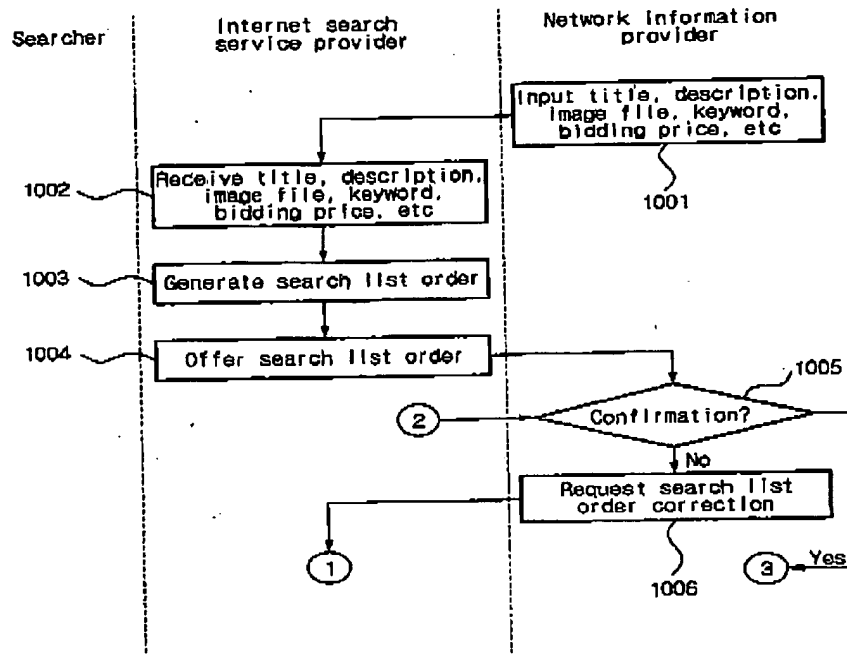
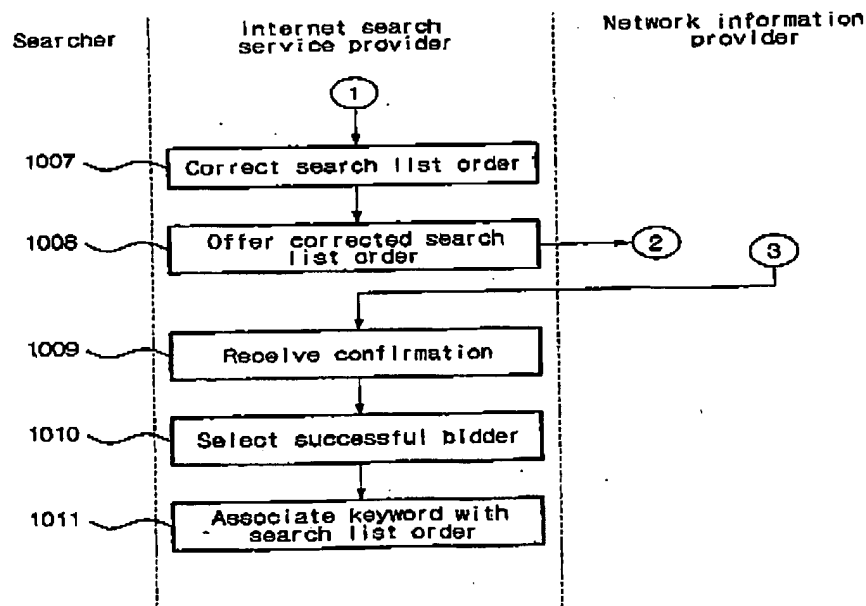


FIG. 10b

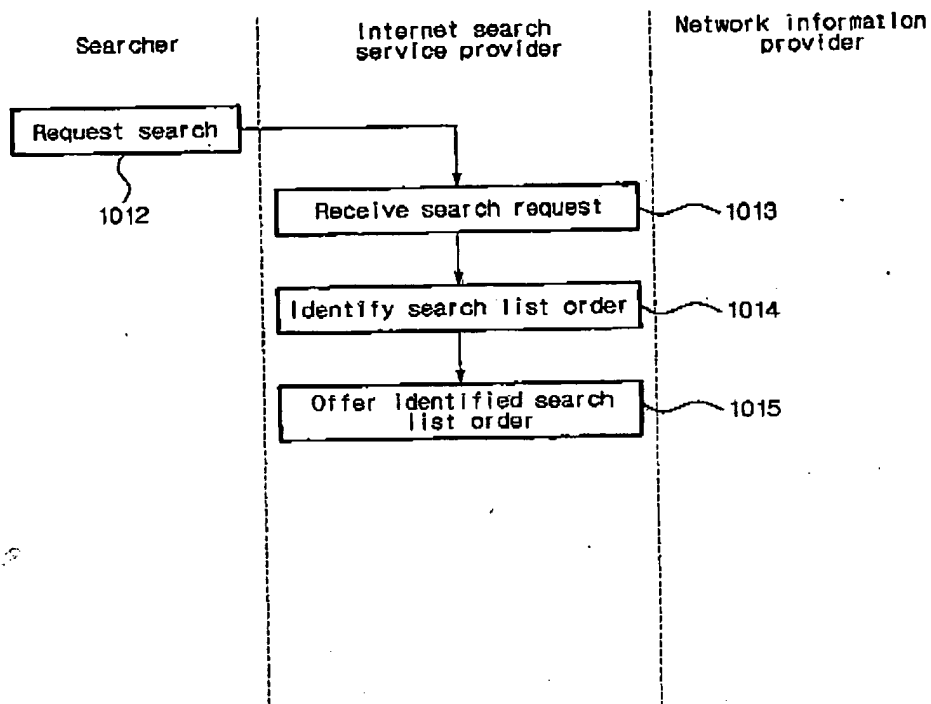


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FIG. 10c



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FIG. 11

The screenshot shows a Naver search results page for the query 'flower delivery'. The page includes a search bar with the text 'flower delivery', a 'keyword shop' link, and a 'register homepage' link. Below the search bar, the 'Naver service' section is visible. The 'Knowledge search result' section lists several search results, including 'Quick flower delivery', 'One day delivery overseas', and 'Young flower'. The 'sponsor link' section lists several flower delivery services, including 'garden flower', 'flower fragrance flower-delivery all over the country', and 'multiflower'. The 'Advertisement' section lists several flower delivery services, including 'D.s flower - 24 hour service', 'T.a flower - have all kind of flower', and 'Echo flower [map] - quick flower delivery'.

NAVER

keyword shop register homepage

search flower delivery

Naver service

Knowledge search result

AD [flower delivery service] Quick flower delivery garden flower click

AD [recommended flower delivery] which site has the fastest delivery click

AD [recommended flower delivery] One day delivery overseas flower click

AD [70 mins. All over country] Big discount! Young flower click

AD [recommended flower delivery] a variety of flowers Plus flower click

Seoul, ~

sponsor link

garden flower - quick flower delivery
http://gardenflower.co.kr

flower fragrance flower-delivery all over the country
http://www.f1flower.co.kr

multiflower - flower delivery for birthday
http://www.multiflower.co.kr

Advertisement

D.s flower - 24 hour service
Recommended goods / flower basket
Service / credit card can be taken
Seoul, ~

T.a flower - have all kind of flower
Company introduction / f.d service all over Seoul
Good / flower basket
Seoul, ~

Echo flower [map] - quick flower delivery
Info. On goods / beautiful flower design
Service / good service
Seoul, kangnam gu

Mike's Flower Delivery
Flower Korea.com

Mary's flower delivery

Flower shopping mall

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FIG. 12

NAVER
Keyword shop

Keyword banner Question guide Sponsor link Plus Pro Directory banner

Keyword Shop

Ask keyword ad
Keyword ad area
Keyword banner
Question guide
Sponsor link
Plus Pro
Directory banner
Cont system
Rule of keyword ad
Question guide
Sponsor link
Plus Pro
Premium keyword
Keyword bidding board
Mail for asking ad
Manage keyword ad

Example of Plus Pro

Home page
About page

Special mileage service
Special feature: always providing service
Service of the establishment goods
whenever you play game
Tel 02-1234-5678, Kangnam-gu, Seoul

Additional info
Contact info
Address

Combo box contents

Company info
Item info
Recommended item
Menu

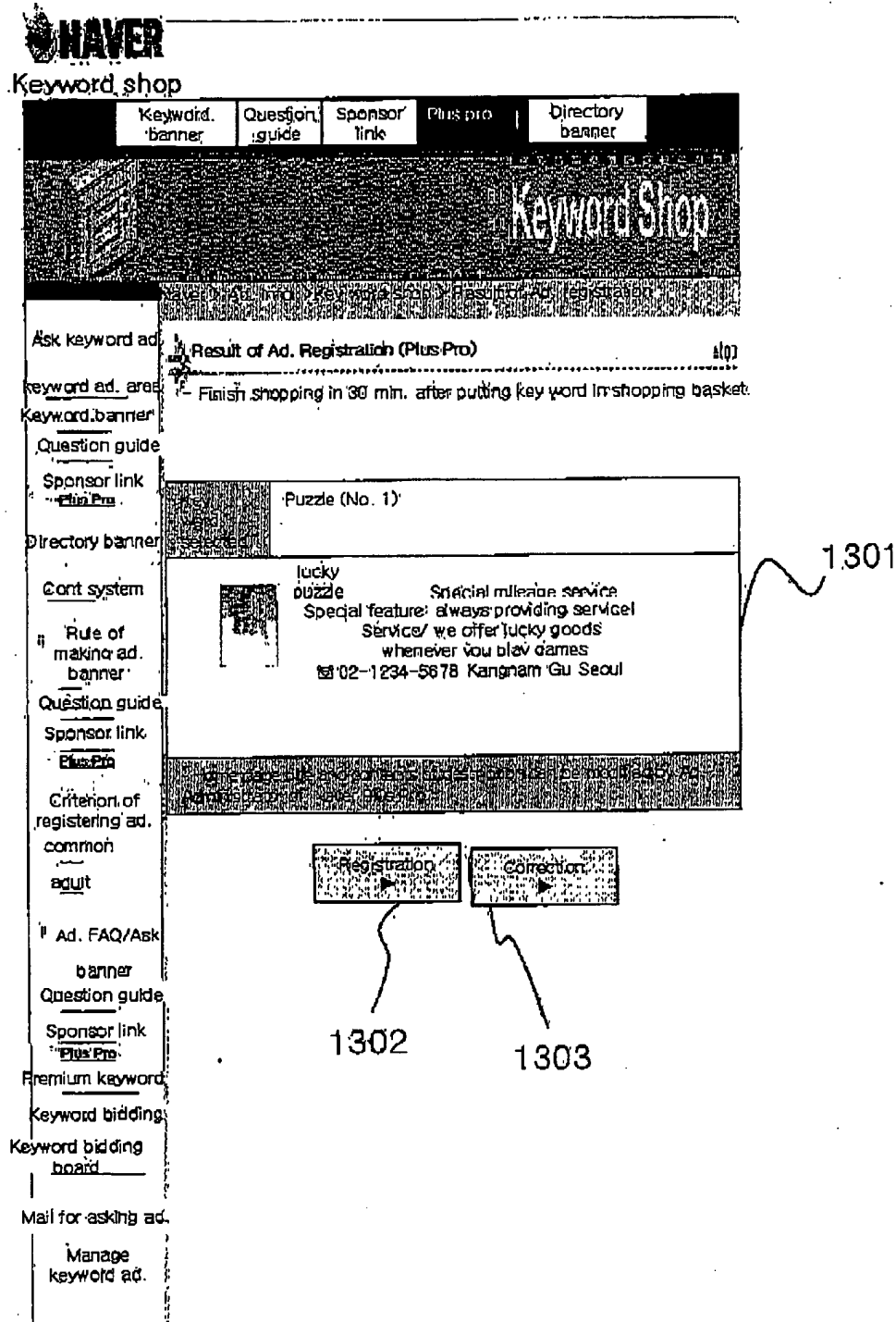
1201
1202
1203
1204
1205
1206
1207
1208

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FIG. 13



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FIG. 14

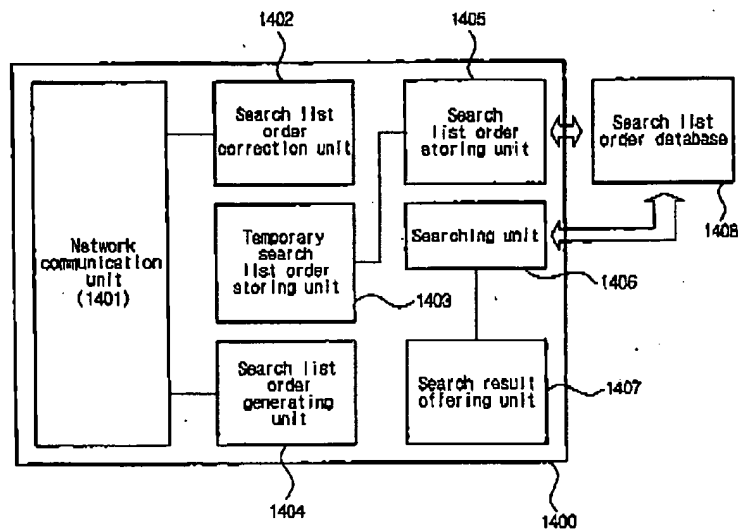
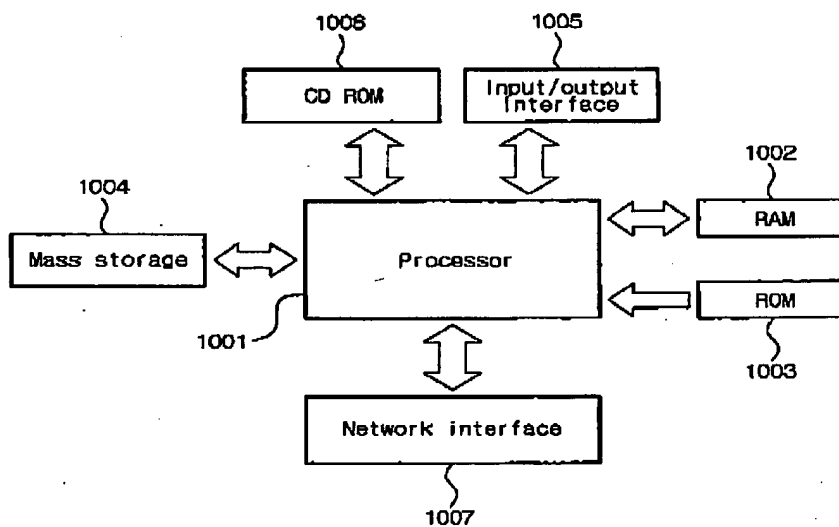


FIG. 15



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FIG. 16

